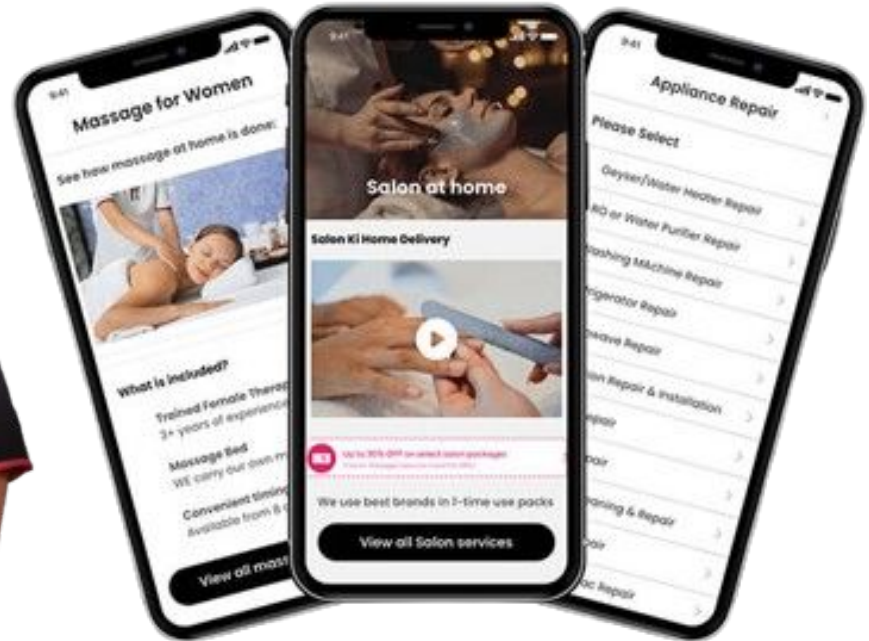




Urban Company

How Urban Company Works: A Product Teardown 
By Aman Sagar



Urban Company: The Business of Convenience! 💡 🏠

The Ultimate Home Services Marketplace:

Urban Company connects users with verified pros for beauty, cleaning, and repairs—offering seamless booking, transparent pricing, and quality service.

Business Model: How Urban Company Makes Money?:

- ✓ Marketplace Model – Connects customers with professionals
- ✓ Commission-Based – Takes a cut from each booking
- ✓ Subscriptions – Urban Company Plus offers discounts & perks
- ✓ B2B & B2C – Serves both individuals & businesses

Competitive Landscape: Who Else is in the Game?

🏆 Direct Competitors:
Housejoy, NoBroker Services, Quikr Services, Yes Madam.

🔧 Indirect Competition:
Local freelancers & mom-and-pop service providers.

uc Urban Company



Why Urban Company Stands Out?

- ✓ Verified Professionals – Background-checked, trained, and rated
- ✓ Seamless Booking – Transparent pricing, no hidden costs
- ✓ Quality Assurance – Consistent service standards
- ✓ Convenience First – Home services at preferred time

Swipe, Book, Relax: The Urban Company Experience



➔ **Sign-Up in Seconds :**

Install, enter your mobile number, OTP verification, and you're in! Clean UI, quick start.

🔔 **Stay Engaged :**

Push notifications for rebooking, discounts, and seasonal offers keep users coming back.

★ **Rate & Review :**

Share feedback, rate the service, and help others choose the best pros.

🔍 **Explore & Choose :**

Browse beauty, cleaning, and repair services. Use filters for pricing, ratings, and availability (but non-metro users may find fewer options).

📅 **Book with Ease :**

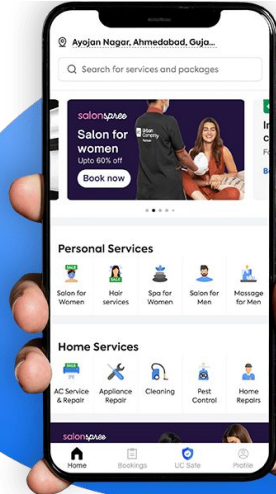
Pick a service, select a date & time. Upfront pricing and professional reviews boost confidence.

💳 **Secure Payment :**

Multiple options: UPI, Card, Wallet, or Pay Later. No hidden costs.

🔧 **Service at Your Door:**

A trained professional arrives as scheduled—unless there's a rare delay or cancellation.



Secrets of Seamless Service: Urban Company's Wins & Woes




UI/UX: Smooth & Hassle-Free:

- ✓ Clean design, easy filters, quick booking.
- ✓ Fast sign-up = low drop-offs, high retention.
- ✓ Consistent experience across app & web.

Takeaway:

Simple = Sticky. The smoother the journey, the more users stay!

Challenges: The Roadblocks:

-  Limited availability in Tier 2/3 cities – A huge untapped market.
-  Last-minute cancellations – Frustrates users, reduces trust.
-  Service inconsistency – Quality varies across professionals.

Takeaway:

Scaling = More providers, better incentives, stronger reliability.

Trust First: The Winning Formula :

- ✓ Verified professionals = No safety concerns.
- ✓ Upfront pricing, clear reviews = No surprises.
- ✓ Service guarantees & refunds = More confidence.

Takeaway:

Trust builds loyalty. Users pay premium for reliability.



What's Next for UC: AI, Automation & Zero Hassle 🚀

Urban Sense: The AI-Powered Smart Home Service Hub 🏠🤖

Imagine a world where your home takes care of itself—detecting issues, predicting maintenance needs, and auto-scheduling Urban Company services before problems arise.

🔍 How It Works?

Smart Home Sensors – Placed in appliances, plumbing, electrical outlets, and furniture to track health & usage.

AI Diagnostics – Machine learning detects early signs of breakdowns (e.g., AC efficiency drop, plumbing leaks, wiring faults).

Instant Alerts & Auto-Scheduling – The system notifies you with service recommendations and pre-books Urban Company pros.

Seamless Payments & Approvals – AI auto-suggests pricing & ETA; you confirm with one tap.



🌟 Why This Is a Game-Changer?

- ✅ **Proactive, Not Reactive** – No waiting for things to break down!
- ✅ **Effortless Maintenance** – Set it and forget it—your home knows what it needs.
- ✅ **Total Home Intelligence** – Seamlessly connects with IoT devices, smart assistants (Alexa, Google Home), and Urban Company's service ecosystem.